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UNCLAS SECTION 01 OF 02 AMMAN 008254

SIPDIS

STATE FOR NEA/ARN, NEA/PD:MQUINN, NEA/PD:DBENZE,  
IIP/SC:WPARKER, IIP/SC:MNEELY, PRM/ANE  
USAID FOR ANE/MEA:RSTEELMAN, ANE/MEA: JLINDSEY,  
DAA/LPA: JGIORDANO  
STATE PASS TO AID

E.O. 12958: N/A

TAGS: [OPRC](#) [KPAO](#) [OIIP](#) [ECPS](#) [OEXC](#) [JO](#) [KMDR](#) [EAID](#) [PREF](#)  
SUBJECT: OUTCOME OF SUCCESS STORIES INITIATIVE IN JORDAN

REF: SECSTATE 047093

11. SUMMARY: LAST SEPTEMBER (FY03), THE PUBLIC AFFAIRS SECTION OF THE U.S. EMBASSY IN AMMAN PARTICIPATED IN A STATE DEPARTMENT PROJECT DESIGNED TO HIGHLIGHT THE IMPACT OF U.S. ASSISTANCE AROUND THE WORLD. IN COOPERATION WITH THE JORDANIAN MEDIA (TELEVISION, RADIO, PRINT, AND INTERNET), 10 U.S.-FUNDED DEVELOPMENT PROGRAMS/PROJECTS RECEIVED POSITIVE REPORTS AND PROMINENT PLACEMENT IN LEADING NEWSPAPERS AND CONSIDERABLE AIR TIME ON JORDAN RADIO AND TELEVISION AND ON THE INTERNET. THE MEDIA FEATURES FOCUSED ON SUCCESS STORIES THAT DEALT WITH INDIVIDUAL LIVES AND COMMUNITIES TOUCHED OVER THE LONG TERM BY USAID-FUNDED DEVELOPMENT ACTIVITIES AND PRM-SUPPORTED UNRWA PROGRAMS. THE PLACEMENT OF THOSE HOST COUNTRY MEDIA SUCCESS STORIES HELPED RAISE AWARENESS AMONG JORDANIANS OF THE VARIETY OF U.S.-FUNDED PROGRAMS AND THEIR IMPACT ON THE LIVES OF THE AVERAGE CITIZEN. THEY ALSO HELPED DISPEL TWO PRINCIPAL MISCONCEPTIONS: THAT U.S. DEVELOPMENT ASSISTANCE PROGRAMS DO NOT IMPACT INDIVIDUAL LIVES; AND THAT U.S. ASSISTANCE SERVES SHORT-TERM POLITICAL GOALS. END SUMMARY.

12. JORDAN TV HIGHLIGHTS UNRWA AND USAID:

I) UNRWA'S WOMEN'S PROGRAM CENTERS AT REFUGEE CAMPS WERE COVERED IN A 25-MINUTE SEGMENT IN JORDAN TV'S DAILY LIVE MORNING SHOW "A NEW DAY" ON SUNDAY, NOVEMBER 9. THE PRESENTER HIGHLIGHTED THE FACT THAT "THE UNITED STATES IS UNRWA'S SINGLE LARGEST DONOR" AND THAT "THIS YEAR (2003), THE UNITED STATES CONTRIBUTED \$129 MILLION TO UNRWA IN ADDITION TO THE ASSISTANCE AND GRANTS IT PROVIDES TO SUPPORT WOMEN'S PROGRAMS AT REFUGEE CAMPS IN JORDAN." A 12-MINUTE REPORT WAS ALSO AIRED WITHIN THAT SEGMENT, PROFILING TWO WOMEN WHO SET UP MICRO-ENTERPRISES: A HOME HANDICRAFTS BUSINESS AND A HOME FOOD BUSINESS, EACH FINANCED BY A LOAN FROM UNRWA.

II) WASTEWATER TREATMENT FACILITIES AND A WATER REUSE PROGRAM WILL BE FEATURED ON TWO OTHER SEGMENTS WITHIN THE SAME JORDAN TV LIVE MORNING SHOW SOME TIME WITHIN THE NEXT MONTH. THE FOCUS WILL BE ON HOW THE LIVES AND BUSINESSES OF THE LOCAL COMMUNITY IN PETRA AND WADI MOUSA IN SOUTHERN JORDAN HAVE DRAMATICALLY IMPROVED.

III) WITHIN THE NEXT TWO MONTHS, JORDAN TV WILL PRODUCE AND BROADCAST ONE MORE SEGMENT WITHIN "A NEW DAY" SHOW, FOCUSING ON UNRWA'S VOCATIONAL AND TECHNICAL EDUCATION PROGRAM IN JORDAN, WHICH OFFERS PRACTICAL TRAINING TO PALESTINIAN REFUGEE YOUTH.

13. SUCCESS STORIES ON RADIO JORDAN:

I) ON SUNDAY OCTOBER 19, RADIO JORDAN'S ARABIC SERVICE DEDICATED ITS DAILY LIVE MORNING RADIO SHOW "THE FAMILY WORLD" TO SUCCESS STORIES ABOUT WOMEN IN SOUTHERN JORDAN, WHO HAVE BENEFITTED FROM A USAID-FUNDED MICROFINANCE PROJECT. THE PROGRAM AIRED INTERVIEWS WITH FIVE BENEFICIARIES, WHO STARTED UP THEIR OWN BUSINESSES AFTER RECEIVING MICRO LOANS.

II) ON SUNDAY NOVEMBER 30, THE SAME RADIO SHOW HIGHLIGHTED THE SUCCESS STORIES OF TWO WOMEN IN AZRAQ IN EAST JORDAN, WHO ARE CURRENTLY WORKING AT A HANDICRAFTS WORKSHOP RUN BY THE ROYAL SOCIETY FOR THE CONSERVATION OF NATURE - A LOCAL NGO SUPPORTED BY USAID.

14. PRINT MEDIA: OVER THE PAST TWO MONTHS, A TOTAL OF SEVEN SUCCESS STORIES ON FOUR USAID-FUNDED PROJECTS WERE PUBLISHED IN THE THREE JORDANIAN ARABIC DAILIES.

I) IN A SPECIAL PAGE CALLED "THE JORDANIAN WOMAN," WHICH IS PUBLISHED EVERY OTHER TUESDAY OF THE MONTH, THE ARABIC DAILY AL-RAI FEATURED THREE SUCCESS STORIES, WITH PHOTOS, ABOUT THREE WOMEN IN AJLOUN GOVERNORATE (NORTHERN JORDAN) WHO PARTICIPATED IN A USAID-FUNDED "START AND IMPROVE YOUR BUSINESS" (SIYB) PROGRAM. THEY LAUNCHED A HOME SEWING AND TAILORING BUSINESS, A KINDERGARDEN, AND A GROCERY STORE.

II) ON OCTOBER 1, THE ARABIC DAILY AL-ARAB AL-YAWM FEATURED A FULL PAGE SPREAD, WITH COLOR PHOTOS, ABOUT "BRIDGING THE DIGITAL DIVIDE," A USAID-FUNDED INITIATIVE, WHICH IS

IMPLEMENTED BY A LOCAL NGO TO RECRUIT, TRAIN AND DISPERSE YOUNG JORDANIANS AS VOLUNTEER INFORMATION TECHNOLOGY TRAINERS IN CENTERS LOCATED THROUGHOUT THE KINGDOM.

III) ON OCTOBER 8, THE ARABIC DAILY AL-RAI PUBLISHED A SUCCESS STORY ABOUT THE PRIMARY HEALTH CARE INITIATIVES (PHCI) PROJECT, A FIVE-YEAR USAID-FUNDED, \$40 MILLION PROJECT - INITIATED IN 1999 - THAT IS RENOVATING 380 PRIMARY HEALTH CARE CENTERS THROUGHTOUT JORDAN AND PROVIDING TRAINING TO THEIR STAFF.

IV) ON OCTOBER 3, THE ARABIC DAILY AL-DUSTOUR PUBLISHED A SUCCESS STORY ABOUT LOCAL COMMUNITIES IN THE JORDAN VALLEY AREA THAT BENEFITTED FROM A USAID PROJECT AIMED AT REHABILITATING CONTAMINATED WELLS AND SPRINGS. IT QUOTES A GOVERNMENT OFFICIAL AS SAYING THAT "OVER 35,000 CITIZENS AS WELL AS THREE HOTELS ON THE EASTERN COASTLINE OF THE DEAD SEA BENEFIT FROM THE WATER COMING OUT OF THE FOUR REHABILITATED WELLS.

15. INTERNET RADIO: WWW.AMMANNET.NET PUBLISHED A SUCCESS STORY, WITH COLOR PHOTOS, ABOUT THE JORDANIAN ASSOCIATION FOR FAMILY PLANNING AND PROTECTION (JAFPP), WHICH USAID HAS BEEN SUPPORTING FOR MANY YEARS. THE REPORT CARRIED SOUND BITES FROM INTERVIEWS WITH TEN WOMEN WHO PRAISED JAFPP'S SERVICES.

16. RESULTS / IMPACT: THE SUCCESS STORIES CLARIFIED TO THE PUBLIC HOW MUCH U.S. ASSISTANCE JORDAN IS RECEIVING AND HOW INDIVIDUALS AND COMMUNITIES HAVE GREATLY BENEFITTED. THE OUTSTANDING NUMBER AND PLACEMENT OF THOSE SUCCESS STORIES WAS AN EXCELLENT REMINDER OF U.S. ACTIVITIES OUTSIDE THE HIGH-PROFILE AND CONTROVERSIAL ISSUES SUCH AS THE WAR ON TERRORISM OR THE ISRAELI-PALESTINIAN CONFLICT THAT USUALLY GRAB LOCAL MEDIA ATTENTION.

THE POST IS VERY GRATEFUL TO IIP AND PA FOR FUNDING THE TRAVEL AND OTHER EXPENSES OF THE JOURNALISTS WHO COVERED THESE STORIES. THE RELATIVELY MODEST AMOUNT HAD A BIG IMPACT IN SPREADING AWARENESS OF THE BENEFIT TO ORDINARY JORDANIANS OF THE BILATERAL RELATIONSHIP. GNEHM